

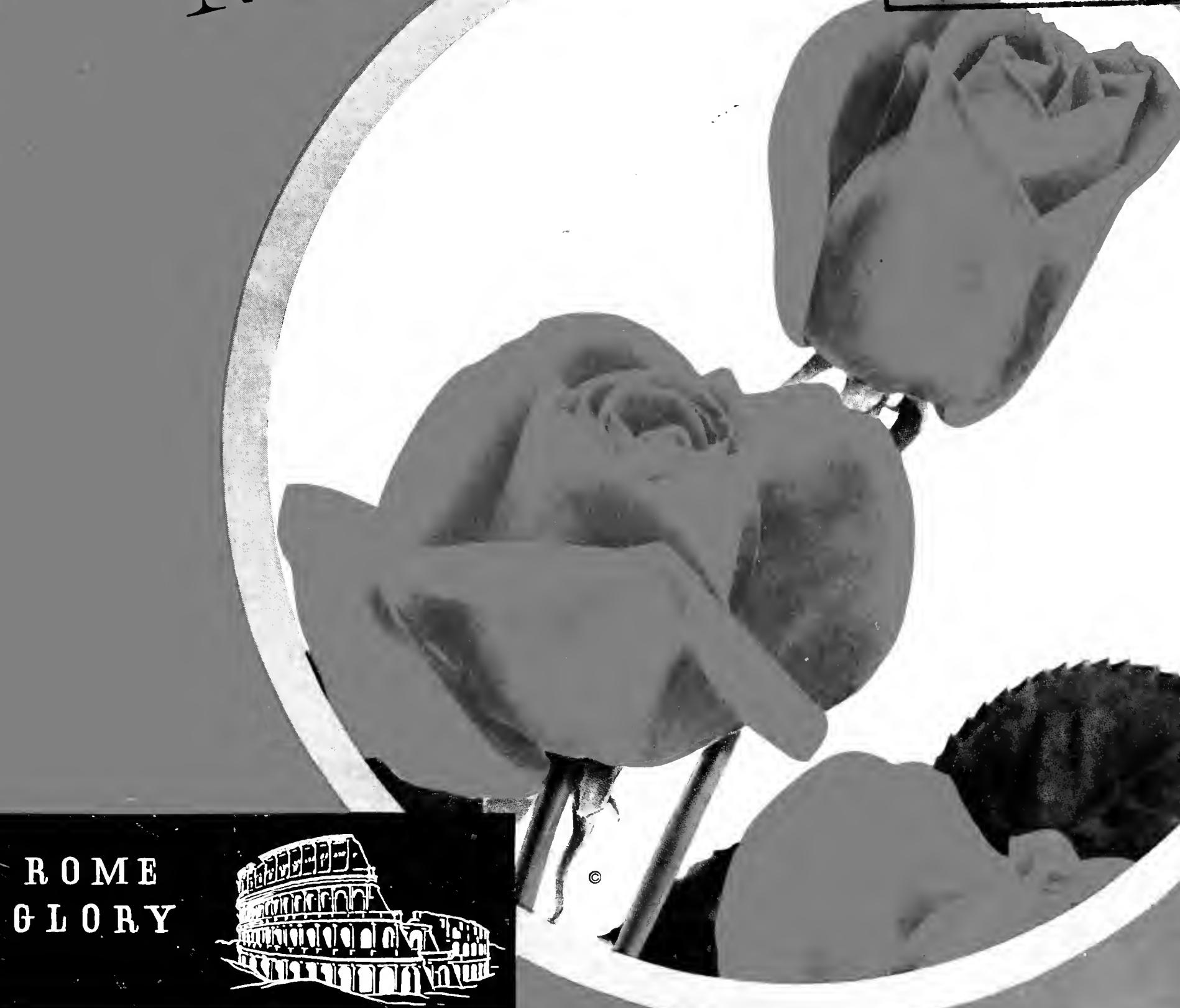
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# All about the NEW ROSES

126-1300-10  
★ JAN 13 1938  
U. S. Department of Agriculture



ROME  
GLORY



by  
J. H. NICOLAS



# HATS OFF

## ★ ★ TO THE NEW ROSES

JACKSON & PERKINS present the latest Rose Creations, destined to cast a refreshing brilliance on the garden scene—Roses which include the best of the old with desirable new qualities besides. These modern Roses rise above the old by virtue of superlative coloring, distinction of form, vigor of growth, or by a combination of all these virtues.

These superlative Roses are no accident. They are wrought by the hybridizer's genius out of the richness of nature's materials. They must pass rigid tests, and must prove their worth under actual growing conditions. Only then may they be entrusted to fly the regal banners as the queens of the garden.

The world's production of new Roses of the last four years reached the stupendous number of nearly 800 varieties. Most of these have been tested in our own trial-gardens and fields. From this large group we have picked 35 aristocrats from eight countries, each one showing a decided improvement over previous Roses of the same type and color-range. Some are of European and some of American origin. All have a particular liking for American climatic and soil conditions. This has been ascertained by extensive tests in various parts of the country.

Several of these novelties were produced in our own Newark laboratories and selected out of thousands of seedlings from blue-blooded parents and new hardy strains. Altogether, these newcomers make thrilling additions to the nobility of flowerdom.

Hats off to the New Roses!



PUBLISHER'S NOTE.—This booklet by J. H. Nicolas was written and ready for the printer when he died, September 25, 1937. Recognized as America's ranking rosarian, he was, for the last eight years, in charge of Jackson & Perkins' research work with Roses. The author of many books, he was recognized and honored abroad as well as at home. The Jackson & Perkins Company considers it a privilege to present this book just as Dr. Nicolas would like to have it.

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Jackson & Perkins Company  
Newark, New York

Dr. Nicolas at his hybridizing work.  
Photo Summer, 1937.



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Plant Patent No. 116

#### ALEZANE

See page 5

**T**HREE is no question about it—the Rose is still Queen of Flowers! The elaborate ceremonies with which new Roses are ushered in, the enthusiastic crowds that greet

these newcomers, and the gratifying reviews about the latest Roses in the press and magazines—all show that the Queen has an ardent, loyal following. Although one is drawn and endeared to the old Queen of Flowers, it is the new Queens who thrill us with their charming new personalities and their fresh beauty. Now, all is in readiness so that the newly crowned Queen of Roses may reign in American gardens. Make way for the Queen!

### *The Joy of Growing the New Varieties*

Not all the pleasure comes in the bloom of a new Rose. First, there is the pleasure of deciding just which of the latest Rose Creations to plant. Shall it be striking Princess van Orange or profuse yellow Doubloons for the trellis? Both Carillon and Golden Main would be particularly beautiful in special beds all to themselves. And to do without the sleek perfection of Eclipse is almost unthinkable! Then there is the thrill of anticipation from the time you set out the precious plants until you are rewarded with the first of many lovely blooms. Yes, thousands of Rose-lovers attest—there's no greater thrill than growing the New Rose Creations.



*Scene in spring—Jackson & Perkins Research Garden, Newark, New York State.  
Visitors are always welcome*

# The parade of NEW

JEAN COTE

(Gaujard, France)

*Plant Patent applied for*

It is named for Jean Cote, wealthy silk industrialist of Lyons, France, great patron of the Rose. An opulent and fragrant Rose, large and full to the center, but of gracefully imbricated form. Clear orange-apricot, assuming toward the end an overcast of light carmine. A medium-growing plant producing steadily throughout the season. Flowers come singly and continuously on good stems but not broomstick-like, and the blooms wave gracefully with the breeze. The plant is of medium height and branching; a group planting literally blankets the ground. Large glossy foliage. A novelty of high standing, greatly admired in our test-gardens. Retails at \$2.00 each.

MRS. FRANCIS KING

(J. H. Nicolas)

*Plant Patent No. 253*

All hybridizers agree that a good white Rose is hardest to produce. This probably is why such a connoisseur as Mrs. Francis King, one of the founders of the Garden Club of America, specified a white Rose as the one she wished to bear her name. She wisely wanted a Rose not easily duplicated. To make the problem more difficult, she requested "white gold" with the arcticness and vigor of the Alaskan Rose, Nutkana, the new strain developed in our own laboratories. The bloom is very large and full, carried on a long upright stem, white drawing to pale gold in the center. It has the pleasing fragrance of wild roses and is a prolific, continuous bloomer. Certificate of Merit, Portland, 1937. Retails at \$1.25 each.



© J. & P. CO.

JEAN COTE  
*Plant Patent applied for*

© J. & P. CO.

MRS. FRANCIS KING  
*Plant Patent No. 253*

# ROSE CREATIONS

## ALICE HARDING (Mallerin, France)

*Plant Patent No. 202*

The masterpiece of a great French hybridizer, and incontestably the greatest exhibition yellow Rose produced, yet an ideal garden Rose because of its handsome plant and abundance of flowers. Color is a rich sunflower - yellow, uniform and without shading, on which the sun has but little effect. An exhilarating perfume adds to its beauty. This Rose was dedicated to Mrs. Edward Harding of New Jersey, by the French National Horticultural Society as a gesture of appreciation for Mrs. Harding's interest in French hybridizers of all flowers. The Society opened a contest and the winning Rose is a product of Charles Mallerin, the great French hybridizer. Gold Medal of the American Rose Society. Retails at \$2.00 each.



## ALEZANE

See page 3  
(Pahissa, 1934)  
*Plant Patent No. 116*

A Spanish Rose of the most astounding colors. Bud urn-shaped, large, reddish brown; flowers cupped, opening to sorrel, unfurling from sorrel to rich apricot, and reverse of petals sorrel striped with yellow veins. Petals not affected by hot or wet weather. Growth very vigorous, upright, branching. Dark green foliage. An extremely interesting and striking novelty which has attracted much attention wherever shown. Starts blooming very early. Silver Medal, American Rose Society, 1936. Retails at \$1.25 each.

## ALICE HARDING

*Plant Patent No. 202*  
© J. & P. CO.



© J. & P. CO.

### COUNTESS VANDAL

*Plant Patent No. 38*



### COUNTESS VANDAL

(Leenders, Holland)

*Plant Patent No. 38*

The Countess needs no further introduction. In fact, she has been enthusiastically received by Rose-lovers everywhere. Countess Vandal has been acclaimed the belle of the modern Rose Pageant, defeating all challengers to the honor, by producing, without contradiction, the most artistic bud in rosedom, garbed in coppery bronze and pink, suffused with silver and soft gold. It presents a continuous "movie" developing new beauty at all times during its life. The open bloom is a compass pointing to all parts of the horizon. A consistent bloomer. Retails at \$1.00 each.



### ECLIPSE

(J. H. Nicolas)

*Plant Patent No. 172*

A brilliant new yellow Rose with streamlined bud—an entirely new type. Eclipse was the heroine of 1936 the winner of the most coveted and intrinsically most valuable gold medals of the Rose-world at Colle Oppio (Rome) and at Bagatelle (Paris). Aside from a strikingly handsome plant with distinctive and almost-immune-to-disease foliage, the bud of Eclipse "eclipses them all." Gracefully "streamlined," it often exceeds 2 inches in length, ornamented with narrow, branching sepals which make a harmonious contrast with the gold of the petals. Gold Medal, American Rose Society, 1936. Retails at \$1.50 each.

### ECLIPSE

*Plant Patent No. 172*

© J. & P. CO.



## GLOAMING

(J. H. Nicolas)

Plant Patent No. 137

A cut-flower variety which has proved a "winner" wherever grown. Gloaming has been enthusiastically received and is already a "must" standby in all gardens. A he-Rose on a real plant, it will still be there after the hardest winter, "rarin' to go." Its large buds are carried on long, rigid stems, amply clothed with handsome foliage. The general tonality of Gloaming is salmon-pink, overcast with tawny orange, and gold at the base running up the reverse of the petals. Open bloom is very large, double, and fragrant. Yes, it is a pink Rose, but there is no other like it. Gold Medal, American Rose Society, 1936. Retails at \$1.25 each.

## AMELIA EARHART

(L. Reymond, 1931)

Plant Patent No. 63

An exhibition Rose of great magnitude. Very large straw-yellow buds with a blush, opening to an immense double bloom. The center is lemon-yellow surrounded by a collarette of light-colored petals, assuming a flesh tint. Plant is medium tall. In exhibitions it very frequently wins "Best Rose in Show." Retails at \$1.25 each.



© J. & P. CO.

**GLOAMING**

Plant Patent No. 137



© J. & P. CO.

**MATADOR**  
*Plant Patent No. 170*



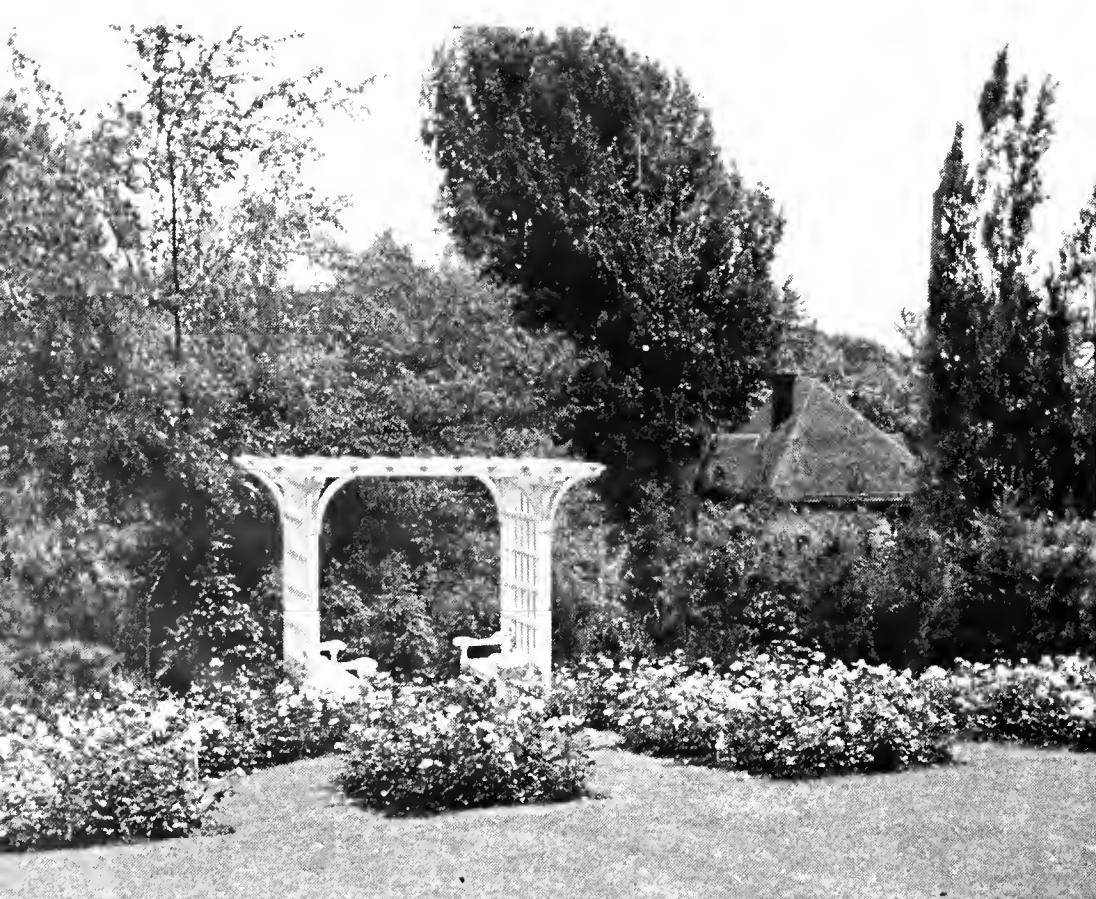
**MATADOR**  
*(Van Rossem, Holland)*  
*Plant Patent No. 170*

The name reveals the color—a bright crimson with darker silvery sheen, yet it is not a harsh, shocking red. It is a soft velvety crimson with a maroon depth restful to the eyes and blending harmoniously with other Rose colors. The bloom is large and double, brimful of attar of Rose. While it is a cut Rose, the branching habit of the plant makes it also a good bedding variety. It brings the fire and flash of the toreador to your garden. Sturdy grower. Silver Medal, Portland, 1936. Retails at \$1.25 each.

**BETTER TIMES**

(Jos. H. Hill Co., 1934) *Plant Patent No. 23*

A perfect bud and bloom of an unusual cerise-red, a little lighter in the center; double and very fragrant. This is a good cut-flower, spreading the happy feeling indicated by its name; millions of Better Times blooms are being sold throughout the country. A worthy introduction from Hill of Richmond, Indiana. Retails at \$1.25 each.



*This attractive picture of a Rose-garden planted November, 1936, was taken July 3, 1937. It shows the results which may be obtained the first season.*

**MARY HART**  
*(George Hart, 1931)*  
*Plant Patent No. 8*

A sport of Talisman, it performs even better. The bud is deep rose-red, opening to well-formed blossoms of velvety blood-red with an overflow of amber. It is a superb Rose and will prove a delightful addition to your garden. Retails at \$1.00 each.

## ROME GLORY

(Aicardi, Italy)

*Plant Patent applied for*

SEE FRONT COVER

We have no hesitation in proclaiming Rome Glory the finest red Rose yet produced. Extraordinarily robust and hardy plant. Was selected as the official Rose to glorify the third millennium of the founding of Rome, the Eternal City. A red Dame Edith Helen but of larger size and opening well in all weathers. Heavy, ovoid, crimson bud, evolving into a large, very double bloom of superb form. The color graduates to a lighter tint toward the center. Very perfumed. Long stems for cutting. Open blooms have been likened to perfect greenhouse American Beauties. The flowers are long lasting on the plant or when cut, and are not affected by dry or wet weather. Retails at \$2.00 each.



## RADIANT BEAUTY

(Cleveland Cut Flower Co.)

*Plant Patent No. 97*

Related to Radiance, the American-loved Rose, and somewhat of the same habit, sturdiness, hardness, and bloomingness. The foliage is handsome and the bloom is more finished, its form and fragrance reminding one of American Beauty. The color is radiant red! Makes beautiful bouquets. It is a superb Rose and is certain to prove a welcome addition to any garden. Retails at \$1.25 each.

© J. & P. CO.

RADIANT BEAUTY

*Plant Patent No. 97*



© J. & P. CO.

### WHITE BRIARCLIFF

*Plant Patent No. 108*



### WHITE BRIARCLIFF

(Lens, Belgium)

*Plant Patent No. 108*

The first and only absolutely pure white Hybrid Tea Rose—the goal of hybridizers for years. A supreme white Rose, with the finest form since Bride's Roses have been grown. Vigorous, bushy plant of unusual arcticness. Tremendous producer and ideal for cutting. Keeps a long while in water. It cannot be recommended too highly. Retails at \$1.25 each.



### ROCKET

(J. H. Nicolas)

*Plant Patent No. 171*

The indefatigable red Rose, a necessary color accent in all gardens. Rocket is at work in midsunimer when most other Hybrid Teas take "forty winks." Exquisite bud of beautiful bright scarlet-red, on strong stem, unfurling slowly to large, very double blooms, full to the brim of rich old-Rose perfume. Does not clash, and holds its color well under all conditions. The plant is an unusually good grower with handsome foliage. One of its parents was the Australian hardy Climber, Scorcher, which means hardiness and "rugged individualism." Silver Medal, American Rose Society, 1936. Retails at \$1.00 each.



© J. & P. CO.

### ROCKET

*Plant Patent No. 171*

## SIGNORA

(Aicardi, Italy)

Plant Patent No. 201

Signora is, without a doubt, one of the grandest Roses that have come to American gardens in many years. It is pronounced "Seen-yora" in the musical soft Italian language. The latest advance in Rose-breeding, there is no other Rose like it. Signora was raised on the Riviera where summers are long and dry. Its long bud is of a warm brownish orange, opening to a lighter tint toward a combination of mandarin and salmon. The bloom is double, but not crowded, and very fragrant. Close study reveals so many hues and such an everchanging iridescence as to deserve the description of "the most polychrome" of all Roses. The plant is vigorous, branching, and tall growing. A prolific bloomer—as many as thirty-one blooms have been seen on one plant at the same time, every one with a long stem for cutting. The foliage is unusually beautiful and immune to disease. Indispensable to those who grow Roses mainly for cutting. Gold Medal, Portland, 1937 (scored highest rating of any 1937 Rose). Retails at \$1.50 each.



© J. G. P. CO.

## SIGNORA

Plant Patent No. 201

## TEMNO

(Böhm, 1935)

To those who have been disappointed in their quest for a blackish Rose, we suggest Temno. It is a real Rose, fairly large, full, and richly fragrant. There is no such thing in nature as a black flower, but Temno, in the early morning and in autumn, comes dangerously close to it. The center is dark maroon. Good plant and foliage, for which no apology will ever be needed. You'll like Temno. Retails at \$1.50 each.

## POLAR BEAR

(J. H. Nicolas, 1934.) Plant Patent No. 132

The first word is for hardiness, the second for ruggedness, and both for color. A happy combination of *R. nutkana*, *R. rugosa*, and *R. polyantha*. Tall plant for hedge, background, or the shrub border. Always loaded with medium large and full white Roses, tinted with flesh. Very fragrant. Retails at \$1.00 each.

*Now available*

# M<sup>C</sup>GREDY'S NEW

## ROSE CREATIONS FROM THE FAMOUS HOUSE OF MCGREDY IN IRELAND

For three years we have had the exclusive rights of testing and distributing the famous Irish Roses from the McGredys. Throughout the Rose-world the words, McGredy and Roses, are synonymous. No one house has contributed more to the embellishment of our gardens. We will always remember the epoch-making favorites, Lady Alice Stanley, Mrs. Wakefield Christie-Miller (1909), Mrs. Henry Morse (1919), as well as the later Margaret McGredy, Mrs. Sam McGredy, and others. McGredy's Roses are distinguished by their perfection of form, handsome, vigorous foliage, and strong, robust plants. From the more recent introductions of this great Rose-hybridizing establishment, we have selected the following varieties which we can recommend confidently to American Rose-lovers, who, like us, have admired McGredy's Roses for years.

### McGREDY'S REX ANDERSON

(McGredy, Ireland)

Plant Patent rights reserved

This variety can be described as white with an overcast of ivory, slightly deeper in the center. The large blooms are carried, several together, on strong stems and may be grown to enormous size by disbudding. It has a pleasant perfume. The habit of growth is exceptionally free and vigorous, and the abundant gray-green foliage sets the flowers to perfection. Retails at \$1.50 each.



© J. & P. CO.

McGREDY'S PINK

© J. & P. CO.

# IRISH ROSES

## McGREDY'S PRIDE (McGredy, Ireland)

*Plant Patent rights reserved*

In the young stage, color of the blooms is orange and salmon-pink, flushed and veined saffron-yellow; outside of petals yellow-cadmium, flushed flesh-pink. Its buds are long and pointed and the large, full flowers are of a wonderful brilliancy, borne freely on long, stout stems. The blooms are remarkably long-lived, both on the plant and when cut. Not liable to damage by rain. As a garden and bedding Rose this variety is outstanding, and we are confident that it is a Rose that cannot fail to please. Certificate of Merit, Portland, 1937. Retails at \$1.50 each.

## DOROTHY McGREDY (McGredy, 1936)

*Plant Patent rights reserved*

A bicolor novelty of distinct and captivating shade. The outside of the petals is sunflower-yellow, shading off to crushed strawberry, while the inner side is intense vermillion with a saffron-yellow base. Medium-sized flowers, opening well in all weathers. Sweetly scented. Certificate of Merit, National Rose Society. Retails at \$1.00 each.



© J. & P. CO.

McGREDY'S PRIDE

## McGREDY'S PINK (McGredy, Ireland)

*Plant Patent rights reserved*

The color is a beautiful bright rose, and, as the flower opens, the outer petals shade to a pearly cream and pink, with a saffron-yellow base. Its blooms are large, of perfect form, and sweetly scented. They are produced on stiff stems, free and continuously from early summer to late autumn. The long stems are covered with dark green foliage and few thorns. It is a Rose of considerable merit on account of the model blooms produced in the greatest profusion. Fine for exhibition and garden purposes. Bronze Medal, Portland, 1937. Retails at \$1.50 each.

## McGREDY'S TRIUMPH (McGredy, Ireland)

*Plant Patent No. 190*

© J. & P. CO. McGREDY'S TRIUMPH  
*Plant Patent No. 190*

## McGREDY'S TRIUMPH (McGredy, Ireland)

*Plant Patent No. 190*

The color-tone is even throughout, reminding one of a brilliant strawberry, blushed scarlet and orange. The flowers are very large, full, and of perfect shape. In addition to the brilliant and unusual coloring of the flowers, the extraordinary freedom, vigor, and habit of the plant, the extra-ordinary Rose. The stems are dark mahogany-red, and the foliage is extra large, dark reddish bronze in color, and of great beauty. Gold Medal, National Rose Society, 1932; Award of Merit, Glasgow and West of Scotland Horticultural Society; Silver Medal, Portland, 1937. Retails at \$1.50 each.

## McGREDY'S PINK (McGredy, Ireland)

*Plant Patent rights reserved*

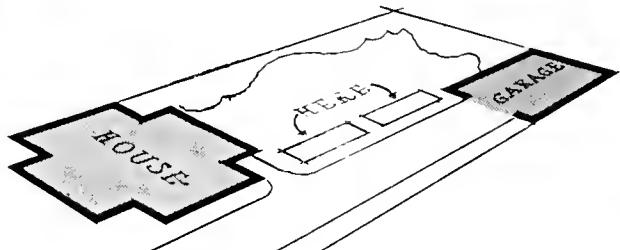
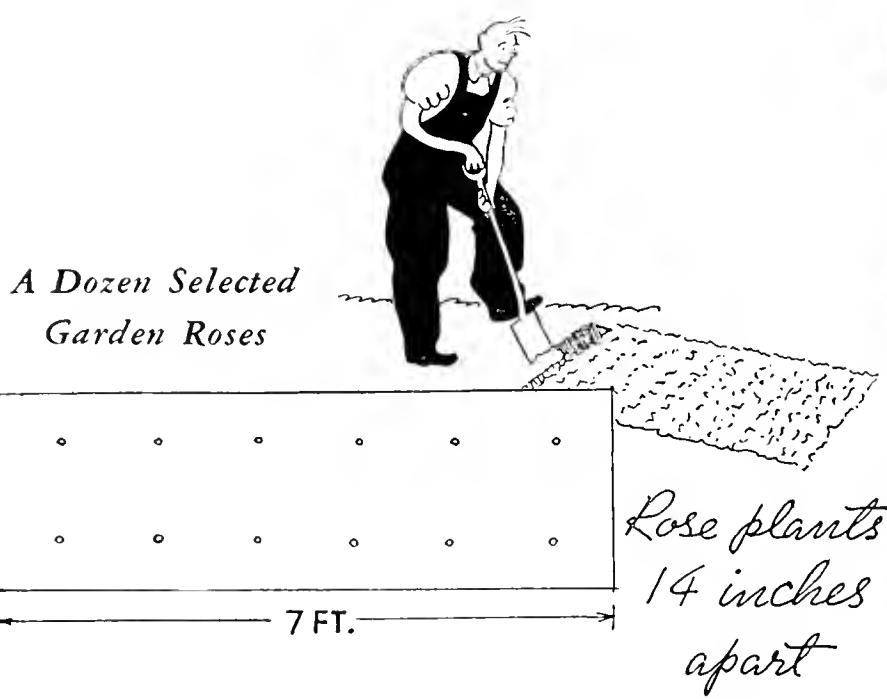
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# IT IS EASY to grow the

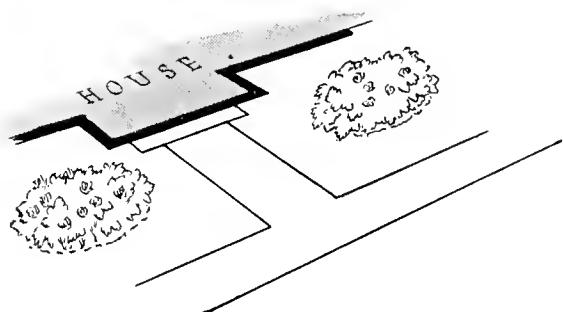


Growing the New Roses is not at all difficult if you will but make a beginning. Remember the time you started on that longed-for trip to Mexico? Or California? Or the time you bought your new car? You didn't keep on vaguely promising yourself that "some day" you would do it.

You just made up your mind and the thing was done. Afterward you probably wondered why you ever hesitated at all. So it is in growing the New Roses. Your first step is to say to yourself, "This summer I am going to grow some of the New Roses"—and the rest is not at all difficult. The little sketches on this and the next page will give you some idea where to plant your Roses, and then you can select, from the color pages, just the ones that would please you most. When the Roses arrive, you can follow the simple directions given on the last few pages. Even the person who has never grown flowers before may achieve success by following these simple instructions.



Beds parallel to  
walks or drive

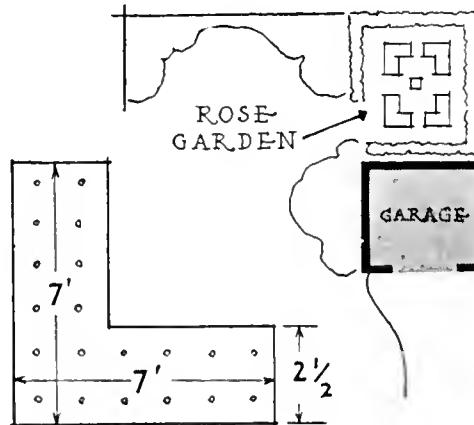
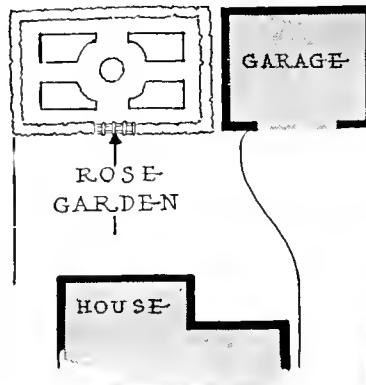


DON'T plant  
circular bed in  
middle of lawn

# new roses

## A Few Beds Provide An Abundance of Flowers

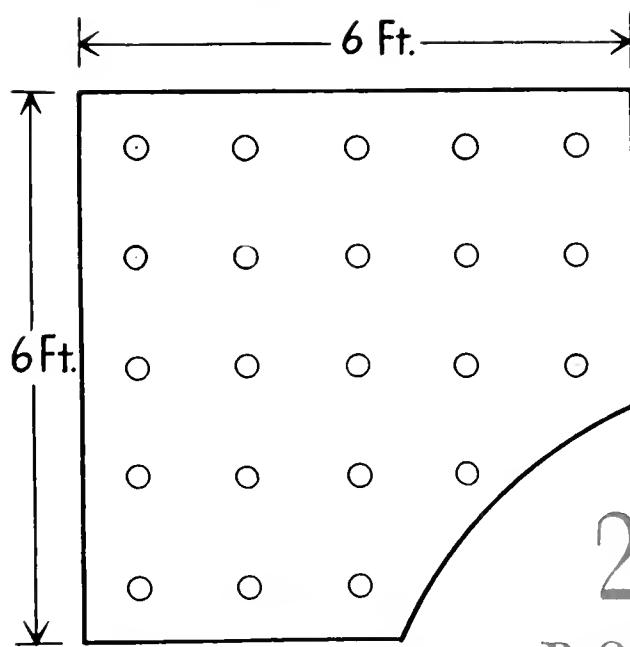
It is surprising how many Roses can be grown in a small space. A 7-foot bed will accommodate a dozen plants which will supply daily a number of blooms for the house. Standard space between Rose plants is 14 inches, and it is easy to estimate how many plants are necessary for the beds or complete garden you have in view. Or, if you wish, a few Roses may be planted as a part of an informal border.



Typical bed  
20 ROSES

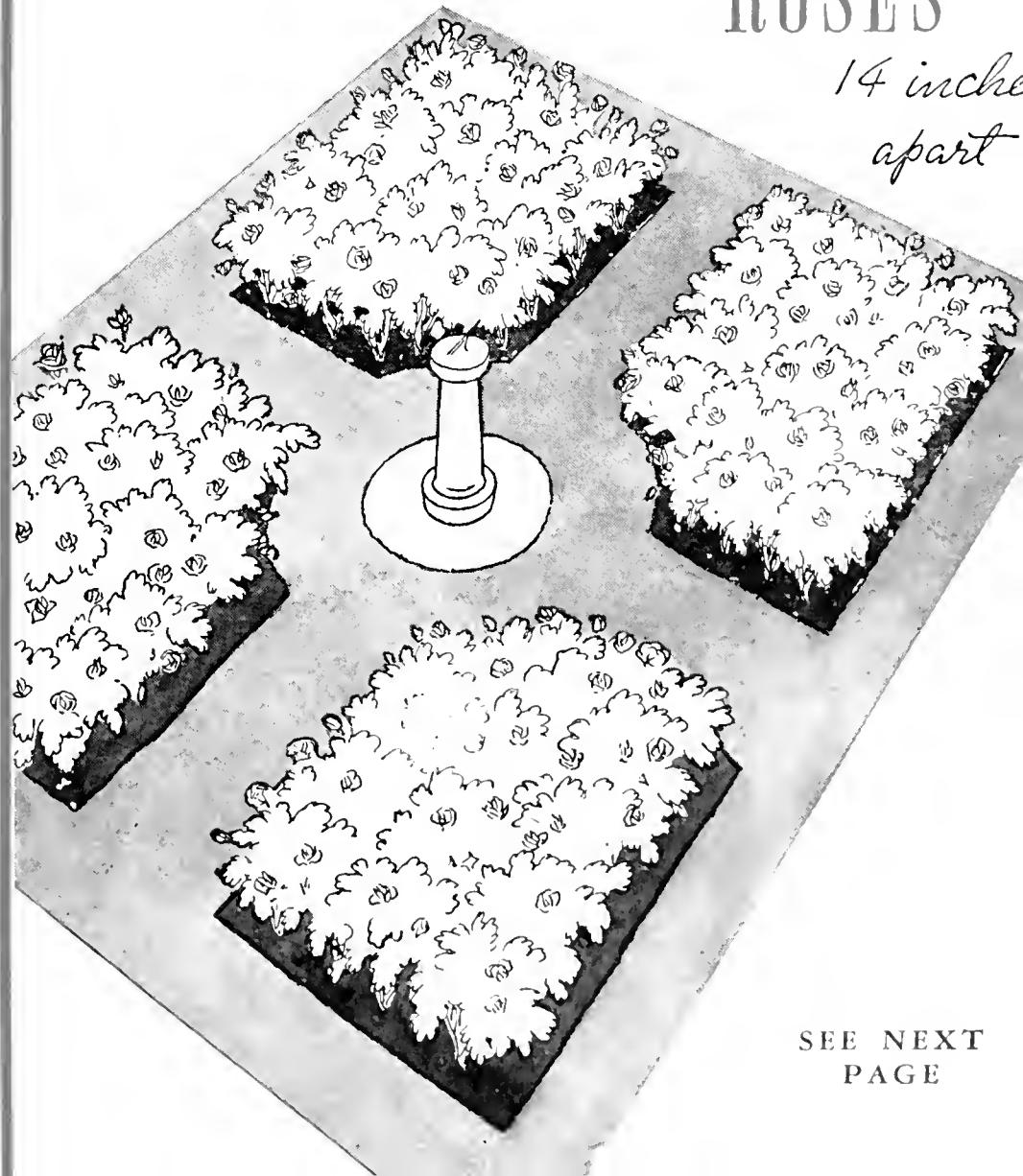
FOR MASS EFFECT  
AND COLORFUL DISPLAYS  
*plant the*

## FLORIBUNDA CLASS



22  
ROSES

14 inches  
apart



SEE NEXT  
PAGE

# *A new class* FLORI



ANNE POULSEN

## ANNE POULSEN

(Poulsen, 1935)

Plant Patent No. 182

This beautiful new Rose is of the large-flowered Polyantha type. Strikingly conspicuous, it is ideal for mass planting and continuous color effect. Large, semi-single blooms, brilliant scarlet in tone, with a vivid overcast of crimson. One correspondent writes, "What coloring!" Blooms come in sprays and have a pleasing fragrance. Originating in Denmark, it is very hardy. Retails at \$1.00 each.

## SNOW BANK

(J. H. Nicolas, 1937)

Plant Patent applied for

Large-flowering, low-growing Polyantha. Buds buff-orange, opening to semi-single blush-white flowers that turn pure white. They are borne in large panicles and are very long-lasting. Always in bloom. Gold Medal, Hartford, 1937. Retails at \$1.00 each.

## ARCTIC (*hardy*) Especially Bred for Mass Planting

FLORIBUNDA is a group of Roses especially bred for mass planting. They were formerly unclassed or misclassified as Hybrid Teas or Hybrid Polyanthas. The varieties of this group are noted for their permanence, continuity of bloom, and ease of culture. Their habit of growth is bushy, similar to a medium-height Hybrid Tea. The plants are winter-hardy, therefore permanent, and bloom continuously in numerous clusters. Flowers are fairly large, vary from single to full double, and include the entire range of colors of Roses. A distinctive feature is the long-lastingness of the flowers in all weathers. It is a group, not a strain, because the varieties are derived from various arctic species or sources. Where known their flowers are popular for home decorations as they are more lasting than most other Roses.

These varieties should be planted closely—about 14 inches apart—in large groups, masses, or borders of one color, so they will blanket the ground and the foliage will be almost hidden by the blooms. For color display, they are most effective and more permanent than the tender geranium and other foliage plants.

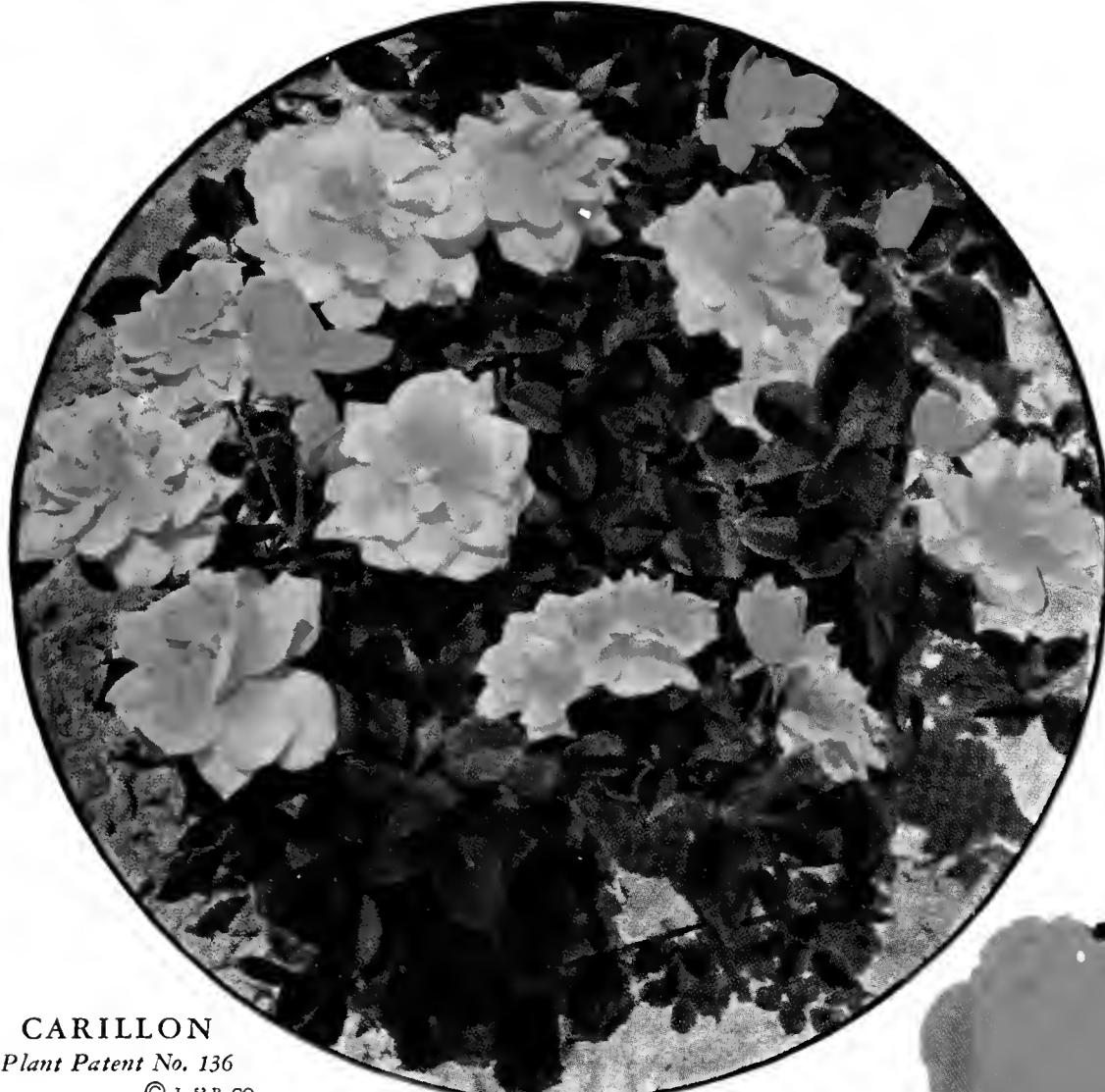


# BUNDA

## CARILLON

(J. H. Nicolas, 1935)

Plant Patent No. 136



### CARILLON

Plant Patent No. 136

© J. & P. CO.

## GOLDEN MAIN (W. Kordes Sons, 1933)

Plant Patent No. 254

Came to us from Germany as "Goldenes Mainz," but visitors in our gardens shortened it to Golden Main. This Rose has great vigor and strong, dark foliage immune to diseases, a plant built for long service. A decorative Rose continuously in bloom. Its clusters of large, full, pure clean yellow blooms look like burnished brass, or dandelions in the morning dew. The most brilliant yellow among yellow Roses. Fades but little in the hot summer sun. Silver Medal, Portland, 1937. Retails at \$1.50 each.

## SMILES (J. H. Nicolas, 1937)

Plant Patent rights reserved

A variety deserving the name "It smiles at you." Brilliant salmon-pink flowers, semi-double, 3 inches across, in great masses all the time and of great duration in all weathers. Medium-growing plants, branching, with handsome foliage. Large plantings in our public gardens have greatly impressed visitors. Retails at \$1.00 each.

## GOLDEN MAIN

Plant Patent No. 254

© J. & P. CO.



The Floribunda *par excellence*. Reports from everywhere— "Wish you could see our bed of Carillon." A carillon is a full set of chimes, and from time immemorial the carillon has been a symbol of public rejoicing, cheer, and happiness. This Rose was named Carillon because it is a singing Rose, a Rose which creates a feeling of joy and good cheer. It is never out of tune, and its enchanting melody pervades the garden! The full harmony of this cheery Rose is best obtained by planting in groups. These make a magic carpet of lustrous coral-flame resting on glossy green foliage. The bloom is semi-double but large and fragrant. Although not primarily a cut-flower type, Carillon buds make a handsome centerpiece for the dining table. Gold Medal, American Rose Society, 1936. Retails at \$1.00 each.

## YOSEMITE

(J. H. Nicolas, 1934)

Plant Patent No. 109

A spreading type for bedding, effectively hiding the ground. Great masses of medium-sized, pleasingly informal double Roses. Buds scarlet-orange with a suffusion of carmine on the reverse. Vigorous, bushy, with continuous-blooming habit. Retails at \$1.00 each.

## ROCHESTER

(J. H. Nicolas, 1934)

*Plant Patent No. 131*

No bush Rose ever produced more blooms per plant, and a group of Rochester is a continuous mass of beautiful flowers. It is hardy, as it belongs to that new popular strain of bedding Roses—Floribunda-Hybrid Tea-Polyantha. The bloom is medium large and double, with the brilliant colors of an Oriental pearl mounted on gold, reminiscent of its pollen parent, Rev. F. Page-Roberts. Blooms in clusters. Retails at \$1.00 each.



© J. & P. CO.

## PERMANENT WAVE

*Plant Patent No. 107*

## PERMANENT WAVE

(M. Leenders & Co., 1934)

*Plant Patent No. 107*

A striking novelty from Holland. Its single flowers have received a permanent marcel and make conspicuous large clusters. The reverse of the petals is a peculiar cochineal-red, while the inside is a tint lighter. Vigorous grower. Its new foliage is similar to a purple-leaf beech and very ornamental. The blooms make

© J. & P. CO.

ROCHESTER

*Plant Patent No. 131*

long-lasting table decorations of a handsome effect under electric lights. Permanent Wave is certain to be talked about. Retails at \$1.00 each.



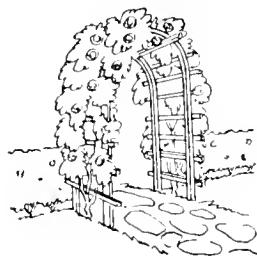
## RON SARD

*Plant Patent applied for*

© J. & P. CO.

A new type of bedding Rose of the most astonishing coloring. The bud is yellow, but gradually the edges of the petals curl back and show deep scarlet-red inside, thus creating a flamboyant color contrast which persists to the end. The blooms are medium size, and produced in great quantities throughout the season without interruption. Racially, the plant is of Rugosa and Austrian Copper descent and belongs to the hardy class of garden Roses, but the bloom and habit are Hybrid Tea. Bronze Medal, Portland, 1937. Retails at \$1.50 each.

# Where to plant CLIMBING ROSES



Because of their hardiness, their many uses, and the superb beauty of the newer sorts, Climbing Roses should be used much more generally in our plantings. A little imagination suggests many uses. Trained around a post, a climber makes a beautiful "Pillar of Roses," particularly beautiful as a frame for the Rose-garden. Trained over an archway or a doorway or along the porch, there are few "vines" that will grow as fast, be as permanent and as beautiful as Climbing Roses. Trained to cover a wire fence, "Rambler" are most spectacular. Trained along the walls, Climbing Roses will dress up a garage or any building and transform it into an ornament in the landscape.



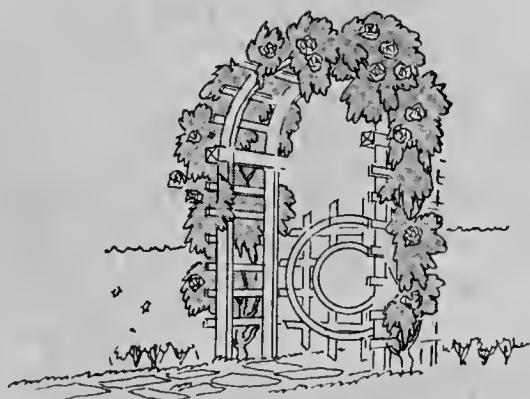
ALONG A GARAGE  
OR ANY BUILDING



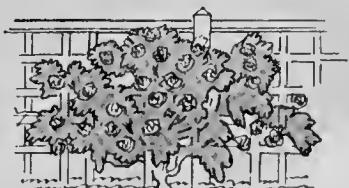
DOORWAY OR PORCH



AS A PILLAR

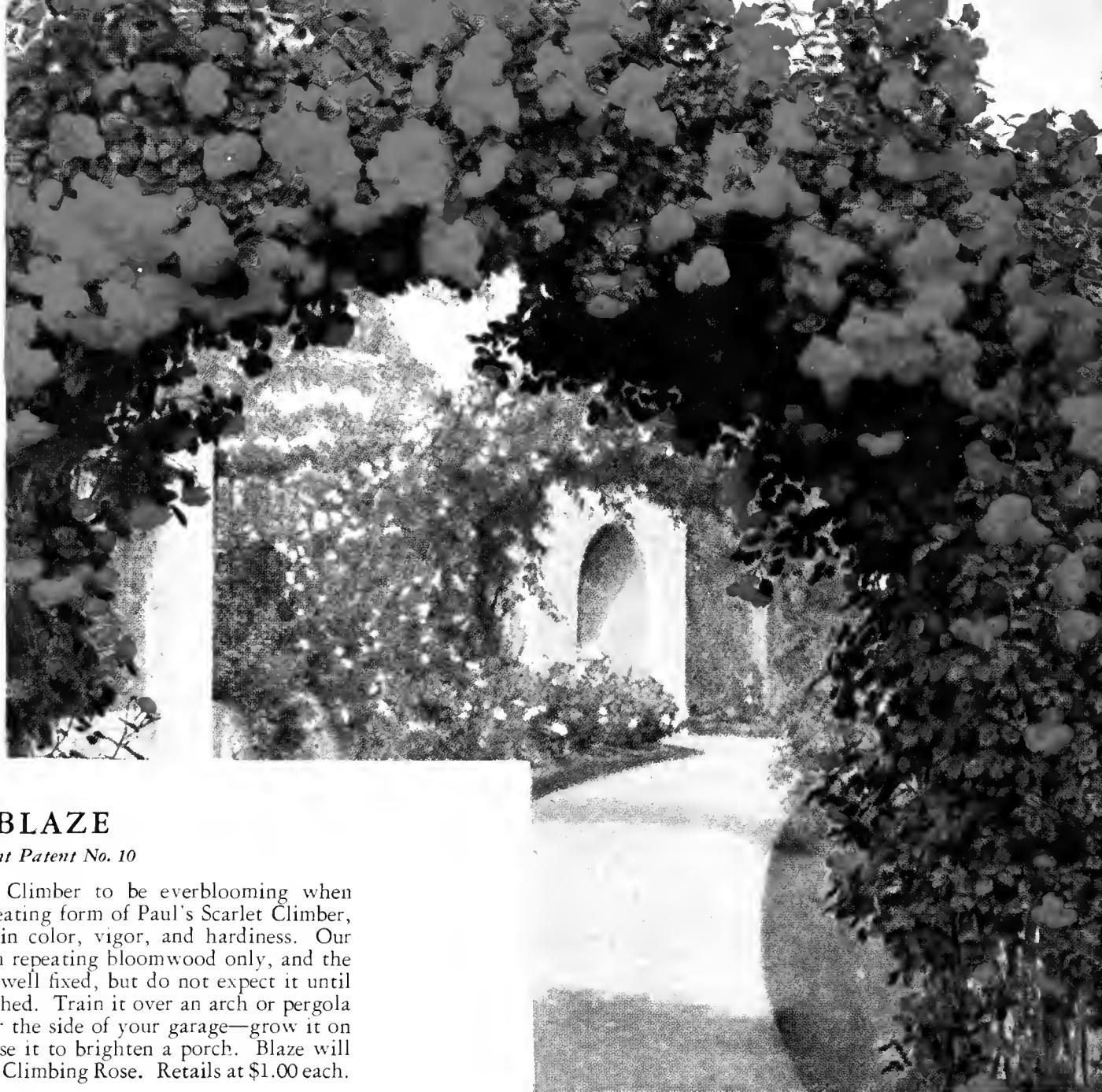


COVERING AN ARCHWAY



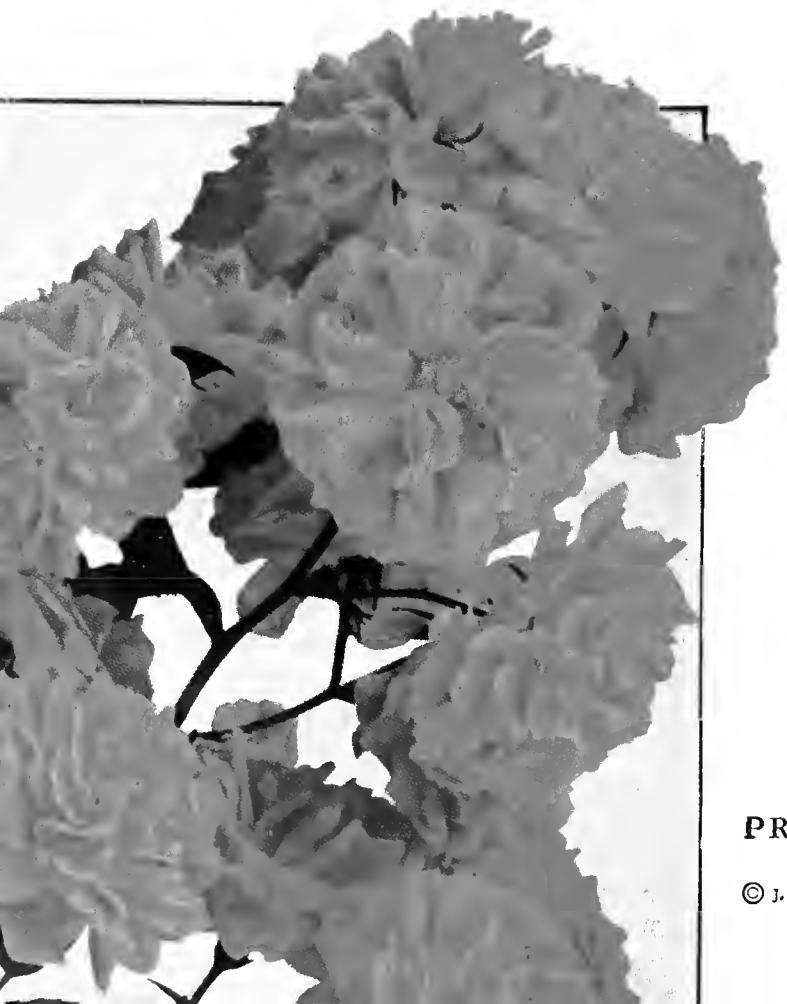
TO COVER  
A FENCE

**BLAZE**  
*Plant Patent No. 10*  
© J. & P. CO.



**BLAZE**  
*Plant Patent No. 10*

The first hardy scarlet Climber to be everblooming when once established. The repeating form of Paul's Scarlet Climber, otherwise exactly like it in color, vigor, and hardiness. Our plants are propagated from repeating bloomwood only, and the everblooming character is well fixed, but do not expect it until the plants are well established. Train it over an arch or pergola—use it to cover a fence or the side of your garage—grow it on a tall post or a pillar or use it to brighten a porch. Blaze will do everything expected of a Climbing Rose. Retails at \$1.00 each.



**PRINCESS VAN ORANGE**  
(De Ruiter, 1933)  
*Plant Patent No. 106*

A dazzling new color in hardy Climbers of the Rambler type. Branches literally covered with masses of brilliant orange-scarlet flowers, imparting an unusual, radiant glow. The illustration here gives some idea of its color, but the radiant orange glow of Princess van Orange is too elusive to reproduce. Will climb great heights in course of time. While we do not claim "everbloomingness," we have seen old plants blooming liberally in September and October. Vigorous and hardy. Retails at \$1.00 each.

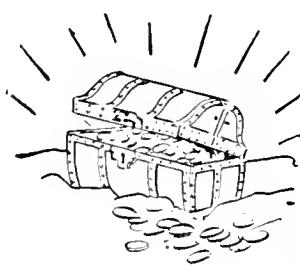
**PRINCESS VAN ORANGE**  
*Plant Patent No. 106*  
© J. & P. CO.

## DOUBLOONS

(Horvath, 1934)

Plant Patent No. 152

Doubloons is a radiant yellow Climber—just what Rose-lovers have wanted for years. It is a descendant of our own American wild Prairie Rose. The large golden yellow blooms, fairly double, literally cover the plant for a long period, with an inclination to repeat in midsummer. They are quite perfumed. Hardy and vigorous, it grows with long heavy canes. Doubloons is a yellow Climber for which no apology or special growing method will ever be necessary. Grows 12 feet in a season, and the following year every eye along the stems will send a cluster of blooms. In our opinion, Doubloons is by far the best all-purpose yellow Climber yet produced. Retails at \$1.50 each.



DOUBLOONS

Plant Patent No. 152

© J. & P. CO.

# HOW TO PLANT ROSES

Roses need sunshine, but it is not necessary that they be exposed to the sun all day; half a day of sunshine is sufficient, either morning or afternoon.

To prepare the beds, remove one spade-depth of soil and pile it on one side. This is "topsoil." Then remove a second spade-depth and pile it on the other side. This is "subsoil," to be taken away. This makes a trench 18 inches deep. Rose roots seldom go deeper. Loosen the bottom of the trench with a spading-fork. Refill the trench with the topsoil, mixing it with a liberal amount of old manure, then finish the bed with good garden soil.

When planting Roses, always carry the plants in a bucket of water. Prune the roots by shortening the long ones and making fresh cuts at the ends of the others. Dig a hole deep and wide enough to accommodate the roots naturally and without crowding. Work very fine soil between the roots and refill the hole a little at a time, always packing the soil *hard* on the roots. When the hole is three-quarters full, pound the soil with your heels and all your weight, then pour in plenty of water. When the water has disappeared, put soil in to the normal level, but do not pack any more. Prune the tops of the plants at about 4 to 5 inches above soil-level; *this is extremely important*. (See marginal sketch.)

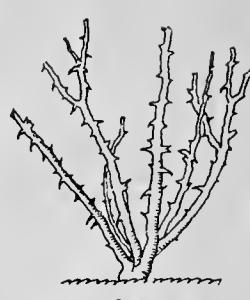
## Cultural Hints

**WATERING.** Roses like plenty of water. Flood the beds once a week by placing the hose on the bed and letting it run slowly so that water may reach deep to the roots. Avoid wetting the foliage, especially in the evening.

**SPENT BLOOMS** should be removed, cutting the stem above the first complete set of five leaves. If long-stemmed blooms are desired for cutting, remove old flowers so that two sets of leaves remain on the stalk. The next crop of blooms will spring from these eyes.

**FERTILIZERS.** No fertilizer of any nature should be applied the first year of planting. Roots are not yet in condition to consume it, and it may do a great deal of harm to young fibrous roots which have to be formed after transplanting. Later a mixed or "complete" fertilizer, as sold under various trade-marks, and equivalent to 1 part nitrogen, 2 or 3 parts phosphoric acid, and 1 or 2 parts of potash, is preferable to any single one of these products. Apply very lightly (a teaspoonful per plant) but often, and water liberally after each application.

**PRUNING** everblooming climbers (Blaze, New Dawn, etc.) should not be done during the growing season because remontance (subsequent blooming) comes out of the first top eye under the previous cluster of blooms. Spent blooms may be pinched off but the flower-bearing stems must not be shortened or it will stop reblooming.



A Hybrid Tea  
Rose pruned high  
in spring.



The result of high  
pruning. Bare legs—  
tall growth.



A Hybrid Tea  
pruned low in  
spring.



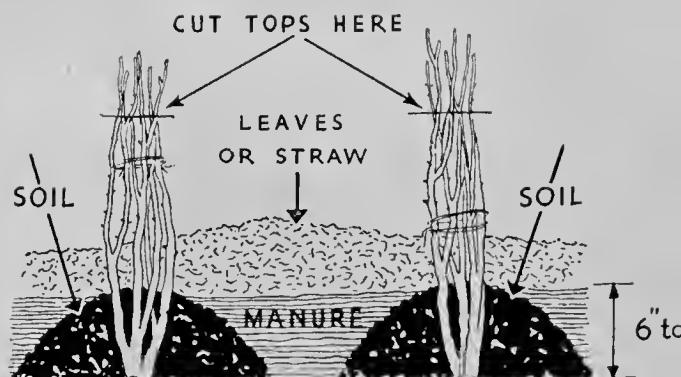
Result of close  
pruning. Low, compact  
—large flowers.

CULTIVATE frequently around Rose-plants. Do not allow the soil to bake and become hard at any time. Remember that roots breathe, and cultivation permits the air to reach the roots. Without cultivation plants will remain at a standstill.

FOLIAGE TROUBLE. Newer Roses are not as subject to diseases as older varieties; they are much more resistant and many are almost immune. However, atmospheric conditions are more favorable some years than others, and an occasional dusting or spraying with accepted formulas would act as a preventative.

WINTERING ROSES. After the first good heavy frost, bundle the branches together, cut them back to about 18 to 20 inches, mound earth around the plants up to 6 to 8 inches, or higher if practical, spread manure in the hollows between plants. Later on, when the ground is frozen, add a covering of leaves, straw, salt, hay or cornstalks to keep the ground frozen and as a protection against sun and wind. In the spring, remove covering a little at a time, first straw or leaves, then the coarse part of the manure, and finally level the soil when danger of hard spring frosts is past.

Hardy Climbers seldom need winter protection in most sections of the United States. However, where temperatures of 10° to 20° below zero are a common occurrence, Climbers winter well if taken down from their support and laid flat on the ground where they can be covered with earth or heavy straw.



## How to Order

JACKSON & PERKINS COMPANY operates exclusively at wholesale and makes no sales direct to the public. Their new varieties are sold by nurserymen, florists, seedsmen, and dealers everywhere.

Communicate with your usual dealer and if he does not have on hand the kinds you want, he can secure the plants from us. If there is any serious delay, write us with a list of your selections and we will take the matter up with him or refer you to someone who can furnish you with plants.

### An Invitation to Visit Us

We extend an invitation to everyone interested in New Roses to visit our extensive Test and Display Gardens at Newark, New York State. Here are thousands of seedlings (ours as well as foreign), in process of testing, from which future disseminations will be selected. You are welcome, and we favor comments from amateurs. Newark, New York, is on Route 31, 30 miles east of Rochester.

#### LOOK FOR THIS LABEL

All Jackson & Perkins' New Roses are patented for your protection. The genuine is identified by this special label.



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